

ABSTRACT

The prospect of coffee plantations provides an opportunity to increase the contribution of the plantation business to national economic development. The large area of coffee plantations is still dominated by smallholder plantations that are not well managed, so productivity is still low and production yields are not maximized. In addition, Indonesia's position as a coffee exporter is still fluctuating and even tends to decline. The largest coffee exporting countries in the world are Brazil, Vietnam, Colombia, Indonesia, Ethiopia and Honduras. This study aims to determine the development of Indonesia's coffee export competitiveness in the international market. Eight analyses were used, namely Revealed Comparative Advantage (RCA), Revealed Symmetric Comparative Advantage (RSCA), Export Competitiveness Index (XCI), Acceleration Ratio (AR), Trade Specialization Index (TSI), Export Product Dynamic (EPD) and Constant Market Share (CMS).

The results show that Indonesia has a comparative advantage with an average RCA index of 3.87 and RSCA of 0.576. Indonesia's XCI index has an average of 0.986, indicating weak competitive competitiveness. The AR index indicates that Indonesia has strong market penetration with an average of 3.59%. DPS indicates that Indonesia has competitiveness based on the number of key components that support each other, indicating a strong competitive advantage. The TSI index shows that Indonesia tends to be an exporting country with an average index of 0.911, which is at a mature stage in the development of coffee commodities. The EPD index indicates that Indonesia's coffee commodity position as a 'Rising Star' in the United States market, 'Falling Star' in Belgium, 'Lost Opportunity' in Japan, Italy, and Malaysia, and 'Retreat' in Germany and the United Kingdom. The CMS index shows that Indonesia has a positive standardized growth effect value, indicating a lack of effectiveness in matching coffee exports with international market needs in the recent period. The composition effect shows that Indonesia excels with the smallest negative mean value, signaling improvement in matching its exports to market demand. The market distribution effect shows negative values in the United States and Germany, but there are signs of improvement, especially in Germany in the last period with positive market distribution values. In terms of competitiveness effects, Indonesia has the largest value in Germany among the other five coffee exporting countries, but is fifth in the United States.

Keywords: *Competitiveness, Comparative Advantage, Competitive Advantage, RCA, RSCA, XCI, AR, DPS, TSI, EPD, CMS*